



Dublin, 13 April, 2018



PES MEDIA NETWORK MEETING

“Progressive communications towards 2019”

Venue: The Liberty Hall Theatre, 1 Eden Quay, North City, Dublin 1, Ireland*

Draft programme

Thursday, 12 April 2018

16.00 onwards: **Arrival of the participants in Dublin**

19.00 – Open discussion on challenges before the communications units of Social Democratic and Labour Parties in Europe followed by a dinner for the participants.

Friday, 13 April 2018

09.30 – 9.40 - Opening Words by Irish Labour party representative

09.40-09.45 - Opening words by PES (tbs)

09.45-10.15 – **“Not in numbers but in unity that our great strength lies”** - Presentation by Milen Marchev, PES Communications Director on preparation for 2019 European elections followed by discussion

10.30 – 11.00 **Campaign “Repeal the 8th” on abortion referendum** – presentation by Irish Labour

11.00 – 11.15 – Coffee break

11.15 - 12.00 - **Facebook and its new algorithm for reaching people** – presentation by Facebook representative followed by Q&A session

12.00 – 12.30 – **Case study: creative uses of social media for campaigning**

12.30-13.20 – Lunch

13.30-15.00 – Exchange of best practices and presentations of member parties and sister organisations best campaigns (*To be specified which campaigns will be presented*)

* Venue subject to confirmation (but will be central Dublin in any case)